

MEDIA PACK 2019



Introduction



PWM is the key magazine, website, video and events hub for the global wealth management industry. Assets managed by the banks covered by PWM are set to surge through the \$100tn barrier by 2025, according to consultancy Capgemini.

The publication addresses stewardship of wealth through portfolio management, transfer of assets between generations and assesses which banks provide the optimal client experience through cutting-edge technology combined with the human touch. It provides essential tools for private bankers, portfolio managers and entrepreneurial families.

PWM presents, through its multi-media approach, a series of video packages, accompanied by analytical articles, focusing on leading financial centres for wealth management; core investment products; asset allocation techniques; technological advancements; and Next Generation engagement.

In addition, each year, PWM's team of researchers delivers six unique and exclusive data-led projects to its users, readers and sponsorship partners.

A handwritten signature in black ink, reading "Yuri Bender". The signature is fluid and cursive, with the first name "Yuri" being more prominent than the last name "Bender".

Editor-in-Chief
Yuri Bender

- **Global Asset Tracker**, analysing investment decisions of 50 chief investment officers of private banks, overseeing \$10tn of client assets
- **Sub-advisory survey**: examining 20 key institutions – encompassing wealth and asset managers, life insurers and fiduciary managers, with combined assets of more than €1.5tn
- **Tech Titans**, evaluates the offers of leading private banks for innovation, client experience and Big Data deployment, with results presented at PWM's Wealth Tech awards ceremony
- **CBI Index**, ranking jurisdictions for accessibility to citizenship, lifestyle and infrastructure available to wealthy families
- **Global Private Banking Awards**, rewarding banks in our core constituencies of Europe, the Middle East, North and Latin America, Asia and Africa for business excellence, innovation and client service
- **Fund Champions**, tracking the flows from PWM's panel of 9 cross-border distributors to the world's leading asset management groups

Readership

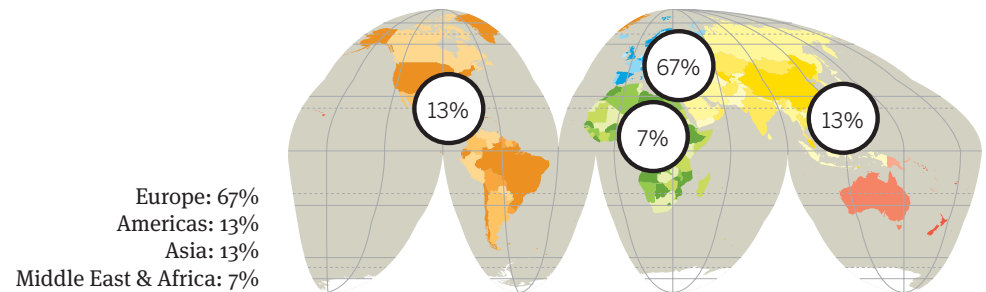
PWM offers particularly strong access to the advisers, private banks, retail banks and family offices of investors – our readership includes the customer-facing intermediaries that direct investment to third-party managers and manufacturers as well as the senior executives.

PWM provides well-researched answers for asset gatherers looking for an external solution to an investment requirement, be it local knowledge, expertise in a particular asset class or the outsourcing of a “non-core” activity – our readership includes senior executives at investment banks, insurance companies and investment trusts.

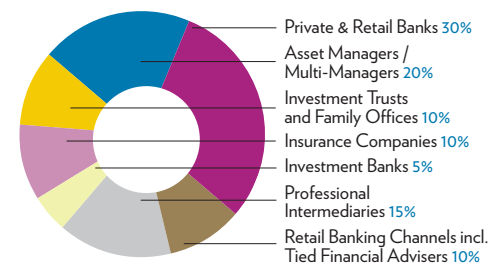
Under the remit of third-party solutions, PWM is also relevant to the outsourcing requirements of asset and wealth managers needing investment banking-style expertise in structured products or other complex structures.

Each month 15,000 copies are distributed globally.

WITH AN AVERAGE OF THREE READERS PER COPY, PWM REACHES AN AUDIENCE OF 45,000 KEY DECISION-MAKERS

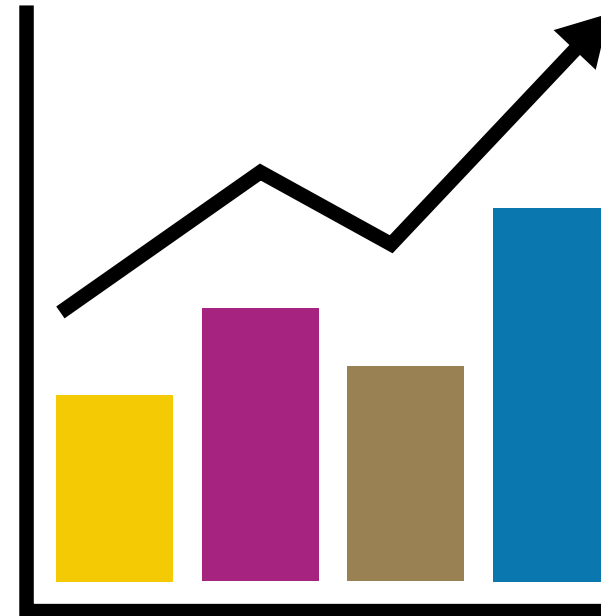


READERSHIP BREAKDOWN



PWM provides

- Information on how to source assets from entrepreneurs and feedback from the entrepreneurs on expectations from banks, family offices and financial centres
- Profiles of private bank and family offices' policies for trans-generational asset transfers
- Guidelines to creating networks of co-investors in alternative strategies
- Comparison of expertise in competing financial centres to structure and manage assets
- Breakdown of asset allocations of the world's leading private banks and identification of their key investment themes
- Focus on most up-to-date investment strategies to maximise returns and limit risks
- Data and analysis identifying leading private banks and wealth managers
- Fund flow statistics earmarking best portfolio management brands
- Information on best fund managers, derived from polls of private banks
- Updates on technology developments in private banking
- Analysis of clients' philanthropic needs and impact investment parameters
- Breakdown of profitable business models to manage wealth



Features 2019

New features, analysis and profiles will appear on the pwmnet.com website every week. There will also be six, research-based magazines published each year, each featuring a major exclusive data-led initiative initiated by our research team. These intensive projects are designed specifically for the PWM community and the proprietary data we generate for them cannot be obtained anywhere else in the industry.

FEBRUARY/MARCH

- PWM's Global Asset Tracker
- ETFs and Smart Beta
 - The top 10 leading players
- Investing in Emerging European business and finance hubs
 - Poland
 - Ukraine
- The global family
 - Global family clients and global citizenship

APRIL/MAY

- Sub-advisory survey
- US equities
 - League table of the top cross-border equity fund managers
- Emerging financial centres in Europe
- Sustainable Investments

JUNE/JULY

- Technology
 - PWM Wealth Tech Awards
 - Round table event
- Emerging market investing
 - Top 10 emerging market fund managers
- Americas and Caribbean Island Economies
- Education and training of private bankers

AUGUST/SEPTEMBER

- Citizenship by Investment
- European equities
- Middle Eastern/African financial centres and investments
- Dealing with data

OCTOBER/NOVEMBER

- Global Private Banking awards
- FT Wealth Management Summit
- Fixed income
 - League table of leading cross-border fixed income managers
- Centres of the future
- Serving entrepreneurs

DECEMBER/JANUARY

- Fund champions
 - League table of top fund houses
- Asian wealth management

Interactive Multimedia Projects

As patterns of media consumption evolve, multichannel approaches to marketing are increasingly required. Blending digital and print content, video, online-banners, social media, e-alerts and more, PWM offers sponsors a fully interconnected multi-media platform.



PWM Expert Series is designed to showcase an industry leader's view of specific market or product developments in the wealth management and private banking sectors.



PWM Perspectives takes the form of a roundtable discussion and allows clients to demonstrate thought leadership on developments in the market and raise the profile of their firm.



PWM Spotlight Series explores investment destinations and key topics within the private banking industry.



Testimonials

“PWM plays a very useful role in helping us find our way through the jungle of private banking, as it faces unprecedented business, regulatory and tax challenges.”

Shelby du Pasquier, Head of Banking and Finance Group, Lenz & Staehelin

“We are consistently impressed by the high-quality articles published in PWM. Their writers grasp the issues affecting the wealth management industry with well-researched analysis.”

Dominic Tremlett, Managing Director, strategic clients at Lombard Odier & Cie Geneva

“PWM provides interesting insight into our industry across Europe. Our clients’ needs are constantly evolving, and PWM delivers quality articles that help us make sure we’re changing along with them.”

Luigi Pigorini, CEO, Europe, Middle East and Africa, Citi Private Bank

“PWM gives a good overview of new ways to build the value chain for private clients. PWM forums are lively events that create a very interesting debate on the key issues shaping the future landscape of private banking.”

Didier Duret, Independent Family Wealth Adviser

“PWM’s programme of industry events and its well-researched editorial coverage offer detailed analysis and conclusions which are most helpful in understanding the dynamics of the industry and its many participants on a truly global level.”

Ray Soudah, Founder, MilleniumAssociates AG

“When I want to understand what is going on in the private banking industry and what the new trends of the wealth management sector are, I read PWM because it gives me the insight that no other specialised magazine can provide.”

Manuela D’Onofrio, Head of Investments and Products, Cordusio Wealth Management, UniCredit Group

“PWM has become the authentic voice of the global wealth management industry. Devoid of fads and jargon, its dispassionate analysis offers cutting-edge thinking into the forces that are reshaping the industry and the innovations that help to power its next wave of growth.”

Amin Rajan, CEO, CREATE consultancy

Rates and Contact Details

RATES

DPS		£15,700
Full page		£11,250
Half page		£6,500
Guaranteed position		10%
Inserts	20g full run	£8,500
Sponsored editorial package	2 page section	£11,900
	3 page section	£14,000
Research guide	Pricing on a bespoke project basis	
Round-table	6 guests, 6pp	£23,000
Additional options	PDFs	£985
	Pre-ordered copies (per 100)	£310
	Re-prints (first 1000)	£1830
	(per additional thousand)	£410
Online Advertising	Leaderboard (per month)	£800
	MPU (2 available per month)	£1,120
	Exclusive sponsorship	
	(Leaderboard, 2 MPUs per month)	£2,600

* Pound to Euro exchange rate calculated at 1.1135

* Pound to USD exchange rate calculated at 1.33

SPECIFICATIONS

	Type	Trim	Bleed
DPS	266 (high) x 390 (wide)	297 (high) x 420 (wide)	308 (high) x 426 (wide)
Full page	266 (high) x 178 (wide)	297 (high) x 210 (wide)	303 (high) x 216 (wide)
Online	Banner 728 (wide) x 90 (high)		
	MPU 300 (wide) x 250 (high)		

PWM PRODUCTION SCHEDULE

Issue	Artwork Deadline	Publish Date
Feb/Mar	Wednesday 20th February	Wednesday 27th February
Apr/May	Wednesday 10th April	Wednesday 17th April
Jun/Jul	Wednesday 19th June	Wednesday 26th June
Aug/Sep	Wednesday 13th August	Wednesday 21st August
Oct/Nov	Wednesday 23rd October	Wednesday 30th October
Dec/Jan	Wednesday 11th December	Wednesday 18th December

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